

## **RCI-12 - State Promotion and Tax or Other Incentives for Efficient Products (e.g. EnergyStar)**

### **Benefit/Cost of Reducing CO<sub>2</sub>e:**

Colorado: Medium reduction potential; Low cost  
Oregon: Cost effective

**Assessment: High Priority. Bin B. 19 out of 22 votes.**

While these programs help reduce initial costs of energy efficiency and can lead to important GHG emissions reductions, there are costs associated with implementation.

This program could be modeled on the current Renewable Energy Tax Credit program. State tax or other incentives could be provided for the purchase of energy efficient products such as appliances. There are also federal energy efficiency incentives that could serve as an example for the development of such a policy option.

Because energy efficiency measures often pay for themselves over time, this type of program may require lower levels of support than are typically needed for renewable energy or clean vehicle incentive programs.